

PUBLIC INFORMATION COORDINATOR

DISTINGUISHING FEATURES

The fundamental reason the Public Information Coordinator exists is to coordinate a wide variety of communications projects such as publications research and production, special events coordination, and advertising and publicity campaigns. Also, works closely with citizens and employees. This classification is not supervisory. Work is performed under general supervision reporting to the Public Affairs Manager in the Communications and Public Affairs Department.

ESSENTIAL FUNCTIONS

Develops news releases; reviews or develops announcements or publicity materials utilized by departments for distribution to the public.

Prepares and writes letters, speeches, scripts for events or television programs; develops and prepares booklets, newsletters and articles for general public information.

Coordinates public meetings and other community events to provide information and receive public comments on city issues. Arranges exhibits and displays and produces audio-visual presentations.

Makes effective public presentations and assists departmental staff in developing presentation skills.

Assists staff in responding to media inquiries and, if necessary, speaks on behalf of the department or division.

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

Knowledge of:

Microsoft Office products especially Word. Pagemaker or Quark Express for the MacIntosh.

The principles, practices, and procedures used in public affairs and communications.

Ability to:

Understand and assimilate a wide variety of information. Draw from complex policy, technical or legal material and condense the main points into a readable form for general public distribution.

Design, plan and implement strategies and communications plans, acting as a facilitator and coordinator of project teams and task forces.

Communicate effectively both orally and in writing and to speak in front of large groups or neighborhood associations.

Listen and communicate effectively with diverse groups of people. Interact with a wide variety of individuals being mindful and respectful of the diversity of opinions that exist within a community.

Think creatively about communications issues and put new ideas into action.

Produce written documents with clearly organized thoughts using proper sentence construction, punctuation and grammar.

Use a personal computer to present information both in words and graphics.

Develop effective working relationships with City officials, City staff, citizens and members of the press.

Maintain regular consistent attendance and punctuality.

Education & Experience

Any combination of training, education and experience equivalent to two years experience in public affairs, public relations or related field and a bachelors degree in journalism, communications or a related field. Must have experience in writing press releases, speeches, articles and television or event scripts. Experience in designing communication plans is highly desirable.

FLSA Status: Exempt

HR Ordinance Status: Unclassified